

**PATENT**

**MS131753.03/MSFTP222USB**

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System on the date shown below to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: June 15, 2007

/Michelle Pesek/  
Michelle Pesek

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): David E. Heckerman, *et al.*

Examiner: Wilbert L. Starks

Serial No: 09/430,767

Art Unit: 2129

Filing Date: October 29, 1999

Title: CLUSTER-BASED AND RULE BASED APPROACH FOR AUTOMATED  
WEB-BASED TARGETED ADVERTISING WITH QUOTAS

**Mail Stop Amendment**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**

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**REPLY TO FINAL OFFICE ACTION DATED APRIL 17, 2007**

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Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the comments below.